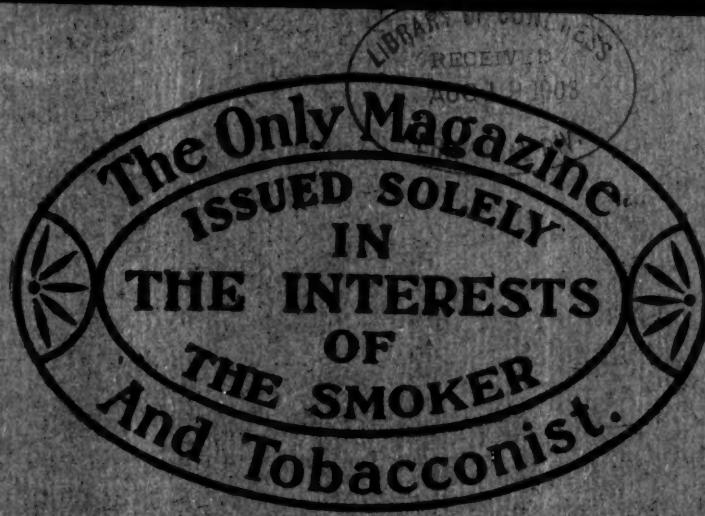


Volume 11
Number 2

AUGUST, 1903.

\$1.00 a Year.
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THE SMOKER'S MAGAZINE



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THE SMOKER'S MAGAZINE CO.

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The Many Royal Slaves To Tobacco.

JOHN HOFMAN CO.,

MANUFACTURERS OF HIGH GRADE

SHOW CASES,



No. 52.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork
FROM ORIGINAL DESIGNS.

We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.

Offices and Factory,
30 & 32 SOUTH WATER ST., **ROCHESTER, N. Y., U. S. A.**



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"INDISPUTABLE LEADERS"



BUSTILLO BROS. & DIAZ

Manufacturers of Clear Havana Cigars

Office, 58, Warren St., New York

Please mention THE SMOKER'S MAGAZINE to advertisers.

VOLUME XI.

NUMBER 2.

The Smoker's Magazine

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BALLISTITE

Is unapproached for pigeon shooting and heads the list for money winnings the past two seasons. Do not be handicapped. Insist on having your shells loaded with

BALLISTITE

for the coming Grand American Handicap. If your dealer cannot or will not supply you, write us direct for discounts.

Load No.	Gauge.	Powder.	Shot.	Per 1000
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X 2.	12	.30 "	.14 "	\$35.00
X 3.	12	.30 "	.14 "	\$35.00
X 4.	12	.22 "	.1 "	\$34.50
X 5.	12	.22 "	.14 "	\$35.00
X 6.	12	.22 "	.14 "	\$35.00
X 7.	12	.24 "	.1 "	\$36.00
X 8.	12	.24 "	.14 "	\$37.00
X 9.	12	.24 "	.14 "	\$39.00
X 10.	10	.26 "	.14 "	\$41.00
X 11.	10	.26 "	.14 "	\$42.50
X 12.	10	.26 "	.14 "	\$42.50
X 13.	10	.26 "	.14 "	\$43.00
X 14.	10	.26 "	.14 "	\$43.00
X 15.	16	.26 "	.14 "	\$35.00
X 16.	16	.26 "	.14 "	\$35.00
X 17.	20	.16 "	.14 "	\$32.00

Packed 25 in a box; 500 in a case.

Wadding: One grease proof, two black edge, one cardboard.

Order by number and state kind of powder and size of shot.

NOTE—Specify "X" before load number, as "X" denotes this brand only.

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IMPORTERS AND DEALERS IN

Fire Arms, Ammunition & Sporting Goods.

420 S. LANG AVE. PITTSBURG, PA.

\$1,000 REWARD

WILL BE PAID FOR EVIDENCE THAT SECURES THE ARREST AND CONVICTION
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WITH DOMESTIC CIGARS, OR UNDER THE CRIMINAL LAWS OF
NEW YORK FOR COUNTERFEITING ANY OF THE LABELS,
BANDS OR RIBBONS USED ON THESE BRANDS OF

IMPORTED HAVANA CIGARS

Havana Tobacco Company

III FIFTH AVENUE, NEW YORK

Mr. Dealer:—Let us quote you our Special Price on this popular brand.

All through the Smoker's alphabet,
From "A" way down to "Z,"
The letters that he loves the best
Are

The
Best
5 cent
Cigar

O. I. C.

An Exceedingly Fine Smoke.

For Sale

at all good stores and hotels.
JUL. ALVAREZ & CO., Makers, Allentown, Pa.

Sample box sent "express prepaid" upon receipt of 50c.

The Best TONIC

When you are all tired out, feel weak, sleep does not rest and the digestion and appetite are poor, there is no remedy so effective as **Horsford's Acid Phosphate**. It is a nerve food and a tonic that nourishes and strengthens the entire system. Insist on having

Horsford's Acid Phosphate

If your druggist can't supply you we will send small bottle, prepaid, on receipt of 25 cents.

Rumford Chemical Works, Providence, R. I.

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**BORATED
TALCUM**

TOILET POWDER

DELIGHTFUL AFTER BATHING, A LUXURY AFTER SHAVING

Beautifies and Preserves the Complexion.

A positive relief for SORE EYES, SORE THROAT, and SORE NOSE. A delicate lotion after bathing. For a brilliant and penetrating feel, it has no equal. Removes all color of perspiration. Get MENNEN'S (the original), a little higher in price, perhaps, than worthless imitations, but there is a reason for it. Sold everywhere, or mailed for 25 cents. *Atom Haracter Imitation.* (Sample free).

GERHARD MENNEN CO., Newark, N. J.

Something
New Mennen's Violet Talcum Something
Exquisite

Ruy Lopez Ca.,

Manufacturers of

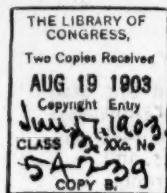
Vuelta Abajo Habana Cigars

Exclusively.

20 Fulton St., Cor. Front,
New York.



"ALWAYS AS FINE AS TOBACCO GROWS."



THE SMOKER'S MAGAZINE

The only Monthly Magazine issued solely in the
interests of the Smoker and Tobacconist.....

Vol. XI.

August, 1903.

No. 2.

Tobacco's Royal Slaves.

IN the curling wreaths of tobacco all men are equal. Royal personages enjoy the pipe as well as commoners. King Edward VII. never tried to hide the fact that he enjoys his "whiff." Once a certain well known society woman, a violent anti-smoking nuisance, said to him (he was then the Prince of Wales): "Sir, as the leading gentleman in England, do you not think that you ought not only to refrain from smoking yourself, but encourage others to give up smoking?" "Madam," frigidly and emphatically said the Prince, "many years ago I began smoking. I have smoked ever since. I enjoy smoking. In all probability, madam, I shall keep on smoking."

The Duke of Connaught, on being asked by an American beauty whether he approved of smoking, answered, "Yes, indeed! There are two things which I trust I shall never lose—my honor and my tobacco pouch."

When the Khedive of Egypt visited England some time ago he suffered with some throat trouble which kept him on his yacht for a few days. After a careful examination, Sir Douglas

Powell, the great throat specialist, said, "I believe your Highness does not smoke in any shape or form?" "You are right, sir; I do not smoke. Well, indeed, do I remember the first and only time I was ever persuaded to try a pipe. After the experiment I reclined in a most undignified position in a certain room in my palace, making most unkingly gestures and grimaces. You English people are, I believe, great smokers."

During some recent disturbances in Turkey the Sultan was much worried. One day he sorrowfully said to his leading physician: "Ah, how awful are my troubles, to be sure! Life would be quite intolerable if it were not for my cigarettes and my wives."

A short time ago the Queen Regent of Spain was telling her son, the young King, how very poor his country was becoming and what need there would be of reform and economy in many respects. "Mother," said the young monarch, "I have quite made up my mind that we must all give up something for the sake of my country—some luxury. I, for my part, have determined to give up smoking."

A Tobacco Planter's Story.

FOR a number of years I ran a tobacco plantation in the Island of Cuba," remarked a middle aged gentleman to a number of friends recently, "and at the very outset met with the same difficulty every other manager had for the last two hundred years. About three times a week was saint's day for all hands, and they'd knock off work to hang around the villages. It did no good to coax or threaten. I simply had to take it out in cussing them. When I first took hold I was waited upon by a priest, who wanted to know what sum I would pay over to him monthly for the benefit of the souls of my people. He had the flock in charge, and it was customary at all plantations to pay a regular stipend, but when the men began to keep saint's day I went to the priest and complained of the interruptions.

"Señor, it is the custom and cannot be changed," he replied. "If my people did not respect the saints what would become of their souls?"

"I said no more, but when the second monthly pay day came around I was better prepared for the occasion. The priest was on hand for his stipend, as was every hand for his wages, but I gave it out that no one would be paid. Great excitement followed, and pretty soon the priest came to the office to ask why the money was withheld.

"It is St. John's day and I am not working," I replied. "I also have saints to look out for, as I forgot to tell you."

"But you will pay to-morrow?"

"To-morrow is St. Thomas' day."

"And the day after?"

"Is St. David's day."

He looked blank for a minute, and then said:

"Señor; there seems to be more saints than money. Can't we spare a few of the former?"

"Half an hour later I had knocked

out all the saints in my calendar, and he had let go so many of his that they came in only on Sundays and after that we had no further trouble and the plantation made money."

A Clear Title.

MAY I come in?" asked the care-worn shade, as St. Peter appeared in response to his knock at the gate.

"What was your occupation while on earth?" asked the veteran gate-keeper.

"I was a cigar dealer," replied the applicant.

"Of course you sold a 10-cent cigar for 5 cents?" said the old man in a tone that savored of sarcasm.

"No, but I paid \$40 per thousand for my 5-cent goods," answered the man outside the golden portals.

And after St. Peter had recovered from the shock he threw the gate wide open and invited the new arrival to enter and take his choice of harps and halos.

A Washington Cigar Store.

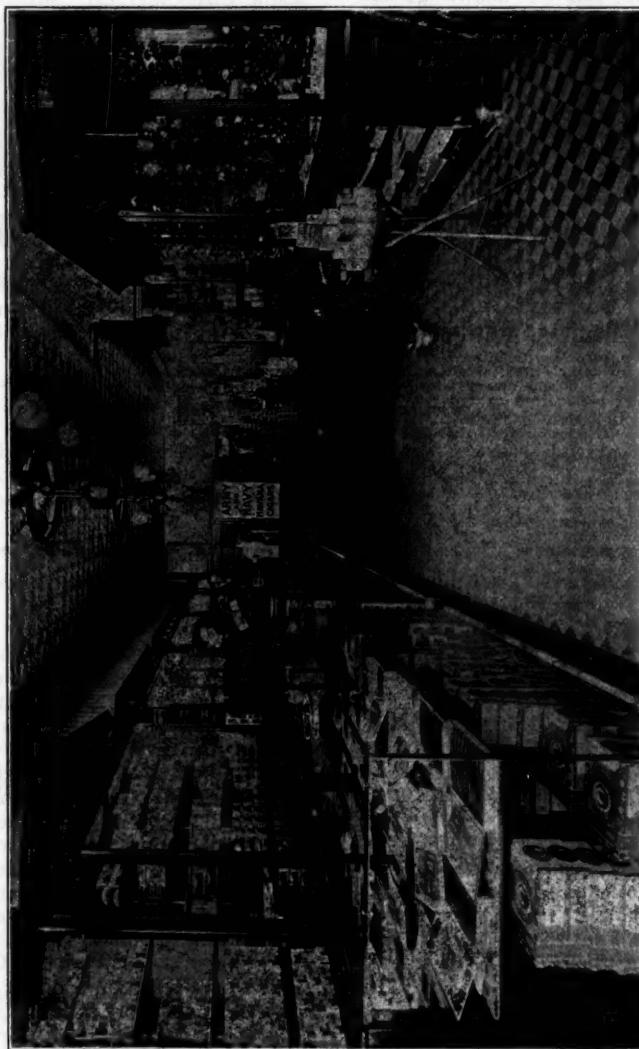
THE accompanying half-tone illustration is an interior view of the handsome and attractive cigar establishment of Henry T. Offterdinger, 504 Ninth St., N. W., Washington, D. C.

This store is 20 ft. by 60 ft. The ceiling and side walls are covered with steel sheeting. In the rear is located the general office and back of this private office. The wall cases are all natural mahogany with piano finish and built on plans drawn by the proprietor. The pipe display case is said to be the most convenient as well as the handsomest case ever built for the display and sale of pipes; while hundreds of pipes are convenient for the inspection of the customer, the handling and scratching of them is entirely avoided. The counter cases are plate glass with green marble and onyx

base and mirror backing. A special feature of the counter cases is the cash register counter, which is built to

the store leads into the manufacturing department.

The proprietor, Henry T. Offter-



INTERIOR OF HENRY T. OFFTERDINGER'S STORE, WASHINGTON, D. C.

imitate a show case front and sides, lined with mirrors, the back containing drawers. A door in the rear of

dinger, was born in Lynchburg, Va., and at the age of 14 came to Washington to learn the cigar manufacturing

business under the tutorship of his uncle, an old cigar manufacturer, where he was put through every department from stripping to packing cigars. This practical knowledge has been invaluable to his success. Starting in business on his own account in 1888, in a small way, he has grown to be the largest cigar manufacturer in the Capital City and may well pride himself on having a store, which is said to be one of the most perfectly fitted in the United States. Mr. Offerdinger is ably assisted in the management of his business by Frank B. Haskell, Nelson B. Guenther, Jas. B. Williams and Arthur Richardson.

Red Register Bureau.

WE have unsurpassed facilities for Registering Trademarks or Titles for Cigars, Tobacco, etc., and guarantee prompt, careful and superior service.

Registration, with Sealed Certificate..... \$1.00
Full Search, resulting in rejection..... .25

Draft, Money or Express Order for \$1.00 MUST be sent with each application to secure entry; otherwise no action taken. If title is rejected, 75c. is refunded or applied as desired.

State whether title is for cigars, tobacco (kind), cigarettes, plug or snuff. When not mentioned entry is made for CIGARS only.

Let us Register your Brands.

THE SMOKER'S MAGAZINE CO.
TIMES BUILDING, NEW YORK.

Notice is hereby given that the titles herein set forth are owned by the persons, firms or corporations named with each, and are valid and subsisting trademarks for the goods mentioned.

TITLES REGISTERED.

GROVER'S SPECIAL. No. 17,334. Registered January 16, 1903, 10.00 A. M., for *Cigars*. N. Grover, Buffalo, N. Y.

DR. CEPHAS L. BARD. No. 17,335. Registered February 24, 1903, 9.15 A. M., for *Cigars*. McGonigle & Mackin, Ventura, Cal.

BEN UPPER. No. 17,336. Registered March 9, 1903, 9.30 A. M., for *Cigars and Tobacco*. B. Goldfarb, Prop., Ben Upper Cigar Co., Buffalo, N. Y.

CITY HALL CROOKS. No. 17,337. Registered March 25, 1903, 10.00 A. M., for *Cigars and Tobacco*. B. Goldfarb, Prop., Ben Upper Cigar Co., Buffalo, N. Y.

TITLES TRANSFERRED.

WITHOUT BINDER. No. 17,283. Transferred June 9, 1903, by Henry Mayer & Sons, Galesburg, Ill., to Maple City Cigar Co., Monmouth, Ill.

TITLES REJECTED.

Sunny Jim, Knights of the Royal Arch, Union Call, Cigar Dealers' Association, Three Jacks, Bon Ami, Dude, Cuban Bloom, Country Club, Rexall, Club House, Red Raven, Union Skill, Union Glory, Union Guaranteed, Little Duke, La Venus, Reliance, Gems, Baby Grand, Little Havana, Havanola, El Carro, Defender, Country King, Union Flyer, Our Best, Southern Belle, Arrow, Eagle, Royal Flyer, Tip Top, Mountain Maid, Deposit, Big Chief, Solitaire, Verifine, Strand, Redskin, Silver Heels, La Belle Union, King Abajo, Yale, Union Smokes, El Dorado, Hiawatha, Royal Velvet, El Nico, Manhattan, Invaders, Red Rose, Railroaders, Mahatma and Consolers.

Improvements Increase Trade.

THERE is no time like the present for improving the store and thus get your establishment into first-class shape for the opening of the Fall business. Nothing so adds to the appearance of a cigar store as handsome and substantial show cases and wall cases. An attractive store always attracts trade, and attractive fixtures do not necessarily cost as much as the old and worn out sort—the old fixtures cost more through their untidiness and unattractiveness. Be up-to-date and keep your store at the head of the procession—the increased trade will more than warrant it in a comparatively short period. Communicate with the John Hofman Co., manufacturers of store fixtures of the right sort, 30 and 32 So. Water St., Rochester, N. Y., and have them at least send you their handsomely illustrated catalog in which is shown much to interest you.

Window Dressing and Store Advertising

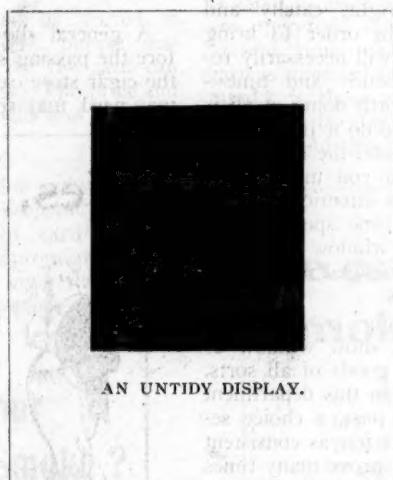


REQUENT changes in the window display should be made the invariable rule in every well regulated cigar establishment that desires to make the best display and most effective use of its window advertising — two changes each week are infinitely better than one change, or at least make it an inflexible rule that the window

glass once a day, or even two times if necessary, and look out for finger-marks and mud splashes, the trademarks of the average urchin who seems to delight in the pass-time of leaving an especially large blotch on the glass.

◎

A prominent New York cigarman says that the proper time to re-dress his window is just as quickly as he can detect the slightest collection of dust



AN UNTIDY DISPLAY.

must be dressed and the display radically changed at least once every seven days.

◎

The effect of a handsome window display is many times lost through neglect to keep the window glass clean, and nothing so detracts from a pretty window, no matter how well it may be arranged, as an accumulation of dust or the varied streaks of mud from a recent rain. Clean the window

particles on the boxes of cigars, pipes, etc., displayed in the window. That is certainly an excellent method, and still a window display can many times be arranged so that it is quite possible for one to get into the window by disarranging a few articles and with the use of a feather duster or dust cloth remove the dust, and polish or brighten up the various goods shown.

◎

The window should never be allow-

to take on that stale look, which it will surely do when the goods are seen through an accumulation of dust. The window must be kept scrupulously clean and the inside of the window glass should be thoroughly cleaned and polished everytime the display is changed.

◎

Husband—"How much do you pay for embroidery silks?"

Wife—"Oh! about 10 per cent. of what you pay for cigars, my dear."

◎

Strive to have an individuality about your show window and make it different from any other cigar store window in your town, and let that individuality be a bright, catchy and changeable one. In order to bring about this result it will necessarily require some little study and time—anything that is worth doing at all is worth doing well, so do it just as well as you know how, and the show window will return to you many times over every minute's attention bestowed upon it. The time spent by the tobacconist in his window is always sure to prove a gilt-edged investment.

◎

Practically nothing is gained by over crowding the show window or jamming it full of goods of all sorts. As we have urged in this department many times in the past, a choice selection of goods—as few as consistent well displayed, will prove many times more attractive and more effective; and the percentage of deterioration or depreciation of value will be proportionately less. Almost every store-keeper knows that none of his stock is benefited by being displayed in the show window, for the reason that the sun and dust will eventually succeed in ruining the major portion of all goods displayed, and for that reason, if for no other, it is well to display as few goods in the window as possible.

◎

A box of choice cigars can be entirely ruined in a very short time by ex-

posure to too much sun in the show window, and in case it is allowed to remain there for any length of time the cigars are unfit for the purpose for which they were made through accumulated dust and drying out. It is most unwise to offer such goods to customers, unless the store-keeper has more trade than he desires. Such goods should be disposed of "as is," and not misrepresented in the slightest degree.

◎

Boy (with big cigar to boy smoking a cigarette)—"I'll be glad to see de day, Harold, w'en youse gib up dose perneehus sigarets and smokes segars like a man."

◎

A general show card to keep before the passing smokers the fact that the cigar store carries everything they may need, may read thus:

Yes, Sir,



We handle a
choice line of
everything a
smoker needs
and the

Prices Are Right

An illustration may be used in connection with this card as appears herein and thus make it more catchy and attractive.

◎

When a display of your leading brands is made in the window you can do well to make use of the following:

We Use This
Cigar For

RIVETING TRADE

And It Does It
Every Time.

The wording may be varied if desired, but the catchy phrase displayed in the center of the card can hardly be made better. The price and name of the cigar could also be added to good advantage.

The card suggestion following can be put to most excellent use—the wording in center of card may of course be made appropriate and in keeping with any cigar the store keeper desires to advertise.

Does Your Friend Smoke?

NO MAN CAN BUY
A BETTER CIGAR
THAN OUR BROAD-
WAY BOUQUET. IT
IS 10 CTS. STRAIGHT
AND YOU'LL SAY IT'S
WORTH IT EVERY
TIME.

Treat Him.

The wording at top and bottom should *not* be changed—it can not be improved upon, and the point made will be appreciated. No two men will read it at the same time without its causing a smile to overspread their features, and it will be found that this suggestion can be used by the average cigarman with much profit.

The vacations of various smokers are necessarily at various times, depending largely upon their business and the necessity of some taking their summer outing earlier in the season and others considerably later. Vacations are in order in many cases up to the first of October, and announcements to catch the man's trade who is about to leave town for a short trip are therefore most apropos at the present time. The following show card is intended to act as a gentle reminder to those who have not as yet been able to absent themselves from the city, and may read:

Vacation Smokes

OF THE HIGH QUAL-
ITY OBTAINABLE
HERE ARE NOT AL-
WAYS TO BE HAD
WHERE YOU ARE
GOING.

Buy Them Now

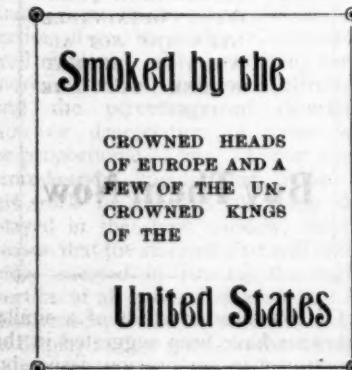
Of course other cards of a similar character have been suggested in this department in our previous issues, but it is well to change show cards just the same as you change your window display.

A sign for general use which can be gotten up to suit the average retailer, might read as follows:



When the idea is properly carried out a valuable card will be produced.

A. Schreisheim makes a specialty of high-grade smokes at his various cigar stands in New York, and he recently imported some very choice smokes which sell at a high price, on which the card following was displayed:



This card and the high price of the

cigars attracted considerable attention.

"Dat were a very excitin' jackpot I won las' night on a bluff," said Erastus Thompson, as he tilted his cigar and dropped his hat over his eye. "Did you raise de opener?" asked Sambo Sunflower. "No, suh; I opened my razur."

To direct special attention to any brand of cigars on which the store-keeper desires to make an extra strong push, the idea following is suggested:



The name of the cigar to be advertised is of course to be substituted where the word "Success" appears on the card, and one or two of the cigars may be attached to the bottom of the card if desired.

A hot weather announcement, with

display at top and bottom of the card may read thus:

NEVER TOO HOT

FOR ANY MAN TO
GET CONSIDERABLE
GENUINE ENJOY-
MENT OUT OF OUR
CHOICE CIGARS. . .
THEY ARE MADE
FOR CRITICS . . .

TO SMOKE

If thought wise the name of the cigar may be added and the wording in the center changed to suit the case.

James W. Geyer, the aggressive tobacconist on West 34th St., near 10th Ave., New York, is a firm believer in the efficacy of window advertising, and is himself the originator of many fetching schemes for increasing his trade. Recently Mr. Geyer placed a handsome eight-day clock in his window, which was fully wound up in the presence of many of his customers and set at the correct time. A coupon, good for one guess at the exact time at which the clock would run down and stop, was issued to each customer and the person who made the closest guess was awarded the clock. This is a good scheme and might also be used by other retailers to good advantage.

"Why did your union fire its walkin' delegate?"

"Aw, he asked for a raise in wages."

How Tobacco is Judged.

COLOR, burn and texture are the three things which the grower of tobacco has chiefly to consider. At present the trade calls for a light cinnamon-brown shade, which must be uniform, not mottled. The leaf when rolled on a cigar and smoked must leave a white or light ash, which does not flake off and fall into one's bosom or over his waist-coat, and it must not "coal"—i. e., have a black, charred ring just behind the ash on the burning cigar. This is sure to give a bad flavor and taste. The leaf also must burn freely, and when lighted hold firm for a reasonable time. It must have a soft, silvery texture, glossy surface and the elasticity of a piece of kid, so that it may be drawn smoothly and closely about the cigar. Flavor is not wanted in Connecticut tobacco, for if there be much of it it is sure to be bad. Perfect burn, color and texture can be got in the northern climate, but a delicate and agreeable flavor has not yet been obtained. Flavor is conditional upon soil and fertilizers. It is desirable, therefore, that the leaf be natural, without taste, as far as may be. We get the flavor wholly in the Cuban filler. To obtain these qualities of leaf is the problem of the grower—a much more complicated one than meets the ordinary farmer.

Smoking in Germany.

CIGARS and cigarettes are almost universally used in Germany. The numbers of persons engaged in their manufacture in the monarchy in 1902 was 175,000. This work is more largely carried on in villages than in cities. Those who till the soil live for the most part in villages during the winter and make cigars at exceedingly low wages. Thus it happens that the city of Mannheim, which is an important center of the trade, has not a single cigar factory. Nearly half of the raw tobacco imported is from Holland.

Retailers' Review.

JOHN AHERN, Indian Orchard, Mass., has opened a first-class cigar store which will undoubtedly prove a great success.

—Howard F. Kinsey recently sold the Imperial Cigar Store on Penn Ave. near 7th St., Reading, Pa., to William H. Borrell, and has installed his son, H. J. Borrell, as manager.

—The cigar store of Albert S. Hartman, 809 Penn Ave., Reading, Pa., has been purchased by Daniel Trumbore, who will add manufacturing and wholesale departments.

—A store being conducted on modern lines, and which promises to be a great success, has been opened in Spencer, Mass., by A. O. Doolittle.

—The cigar establishment recently conducted by Walter E. Dow has been purchased by Harry A. Cook, Lafayette St., Salem, Mass. Mr. Cook is well able to conduct the business in a manner that will bring good results.

—Very attractive and in every way first-class is the new cigar store lately opened by Davis & Eisgler, Third and J. Sts., Sacramento, Cal.

—Alfred Bordes recently opened a very attractive cigar store at 227 N. 9th St., Reading, Pa.

—A neat and up-to-date retail cigar establishment has been opened at 21 N. Main St., Port Chester, N. Y., by Winfield Scott Lyon.

—George DeWald, Waterloo, Ia., owing to unusually good business has removed to East 5th St., where he has better accommodations and additional facilities for catering to an excellent trade.

—Paul Short, who formerly managed the cigar stand in the Vonhof Hotel, Mansfield, Ohio, has purchased the cigar business of S. C. Durling, Marion, Ohio. Mr. Short is "long" as to his ability to do a first-class business.

—What looks like success from the start is the cigar store which was lately opened by Almon V. T. Pine, in Marblehead, Mass.

—Miss Kate O'Hara, who was for-

merly employed as clerk in the Dinsmore & O'Hara cigar store, has opened up an attractive and up-to-date cigar store at River and Pleasant Sts., Cambridge, Mass., and is demonstrating her competency to run the establishment.

—Two enterprising young railroad men, Will Benson and John Koester, have purchased the cigar store of Ed. C. Albert, in Dayton, Ohio, and they are making a success of it.

—The cigar business of J. W. Seybold, Washington, Pa., has moved to more desirable and larger quarters at East Chestnut St., that city.

—A cigar store conducted and equipped on modern lines has been opened by Farley & Moyle, at 5th and Pine Sts., Milwaukee, Wis.

—F. W. Mabee has purchased the interest of G. W. Mabee in the firm of Mabee Bros., tobacconists, Eastport, Me.

—In Rutland, Vt., M. H. Sullivan has removed his cigar business to the Brunswick House Building, which affords more room for his constantly increasing trade.

—L. T. Jennings has opened an up-to-date and handsomely equipped cigar stand in the lobby of Brown's Hotel, Galesburg, Ill., and it has taken him a comparatively short time to build up a most desirable trade.

—The cigar store formerly conducted by Joshua Burley, Tyrone, Pa., has been purchased by Ambrose Miller, who will make improvements in stock and equipment.

—A neat appearing and first-class cigar store has been opened by Geo. W. Robinson, in the Commercial House Building, Bath, Me.

—Misses Lizzie Healey and Bessie Taylor, two pretty, able and practical young business women have opened a retail cigar establishment in Provincetown, Mass., and are building up a good trade.

—Patrick Doud has purchased the cigar store formerly conducted by Phillip Ferry, on South Wyoming St., Hazleton, Pa. He is well able to run

the business and make it a success.

—In Bronson, Mich., a very attractive and up-to-date cigar store has been opened by Charles T. Mallo, Jr.

—A very neat and modern cigar establishment has been opened by Jones Bros., at Dunton and Girard Sts., Philadelphia, Pa.

—W. H. Smith recently opened a cigar and tobacco store in South Superior, Wis.

—Under the able management of John B. Van Lear, a neat and first-class cigar store has been opened in Chambersburg, Pa.

—An attractive and handsome cigar establishment has been opened by Robert A. Hoffman, at 106 S. Broadway, Denver, Colo.

—On East Main St., Lock Haven, Pa., a modern and well equipped cigar store has been opened by Livingston & Probst.

—Frank Condon and Thomas Hinds, Morris, Ill., have opened a handsome cigar store, to which is connected a manufacturing department.

—San Jose, Cal., has another attractive and up-to-date cigar store under the able management of Bailey & Bielbach, who are competent to make a success of the business.

—The St. Albans Cigar Co. has opened a very attractive retail cigar establishment on Main St., in St. Albans, Vt.; E. D. Clark is president of the enterprising concern.

—A store conducted along modern lines was recently opened by Miller & Quigley, Spokane, Wash.

—O. J. Heiser has opened an up-to-date cigar and tobacco store at the corner of 2d and Gordon Sts., Allentown, Pa.

—In Salem, Mass., the cigar establishment recently owned by S. Bernison & Co. has been purchased by J. N. Pike Co., of Lynn; C. E. Dow and J. F. McGlew have assumed the active management of the business.

Guest—"Waiter, bring me a cigar."

Waiter—"Yes, sir. Five or ten?"

Guest—"One! I said a cigar."

New York Amusements.

PROCTOR'S 23d St. Theatre is one of the coolest places to be found in New York, which desirable state is characteristic with this house, the result being obtained through special construction and both mechanical and natural appliances. Notwithstanding the warm weather the bill of play at this house, as well as at Mr. Proctor's other theatres, is always up to the standard of merit. Comedy, interspersed between the acts with many new vaudeville specialties, may be seen at the 5th Ave. Theatre, 58th St. Theatre and 125th St. Theatre, while at the 23d St. Theatre practically straight vaudeville of a high order is in vogue. One may be assured of a splendid entertainment, courteous treatment and every possible modern comfort at any of Proctor's Theatres.

The floating roof garden on the Grand Republic presents a bill among which are numbered many headliners.

Brighton Beach Music Hall is presenting an excellent comedy bill.

The 225th performance of "The Wizard of Oz" at the Majestic occurs early this month.

Luna Park, at Coney Island, is making great preparations for a "Colossal Carnival of Nations," when historic spectacles of the world will be the stellar attraction.

"The Runaways" at the Casino practically have Broadway to themselves, but only so far as theatrical attractions go.

"The Earl of Pawtucket" will leave the Manhattan and locate in the Princess Theatre for a long run.

Hammerstein's Paradise Roof Garden is presenting a strong bill.

Duss's Madison Square Garden concerts continue to please large crowds —"Venice in New York" is a spectacle worth going to see.

Hunter—"Any big game around?"

Native—"Nope. Penny ante an' five-cent limit is about the average."



THE
SMOKER'S
MAGAZINE

PUBLISHED BY

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It is said that a man always finds what he looks for. Therefore be constantly on the lookout for ways and means to create and secure new business.

Choice goods and an attractive window display backed up by a prosperous looking store, and courteous salesmen will help the tobacconist who is looking for more dollars.

Make a friend of every customer if it is possible; it is out of the question to be friendly with some men but you can at least be sociable with all.

A few comfortable chairs scattered round the store on a warm day, where a man may sit down a few moments to rest and smoke, will be appreciated by the average customer. Palm leaf fans and iced water will also be gratefully received.

Safety matches are the best for

"give away" purposes, for the reason that a small box of them, with the tobacconist's name on the box, will be carried around by the smoker until all of the matches are used. Parlor matches inasmuch as they can be lighted anywhere are usually carried in the pocket and the box thrown away.



It is always good policy for a man to exhibit his best points—show your best goods in the best possible style in your window, and see to it that your store and window is not a duplicate of the cigar store across the street or on the next block.



Keep your eye on the vacationists and endeavor to load them up well with smoking goods before they leave on their summer tours. It is well not to lose sight of the fact that good pipes are most saleable at this season of the year.



Why would it not be a good idea to secure the summer address of every one of your customers before they leave on their vacation, and write them a nice letter suggesting that in case their supply of smokes should run low that you will be pleased to forward any goods to them by mail or express and will give all orders your careful and personal attention.



In this way you can keep in touch with your customers, and keep them supplied with their favorite goods, and at the same time increase your business. The average customer, rather than take offense at your suggesting his ordering by mail, will no doubt appreciate your endeavors to keep him supplied with smokeable goods.



Make your money work for you—do not allow it to be tied up on your shelves in unsaleable goods. Glance over your stock, and you will doubtless locate several small lots of cigars and tobaccos that might better be out and away and the money invested in

more quickly moving goods, and your money will thus be constantly working for you.

©

Study to turn over your capital just as many times a year as you possibly can—the oftener this can be accomplished the more money will you have in the bank at the end of the year. Quick sellers are what you want and it is therefore well to see that there is no "drones" in your bee-hive of industry.

©

Get rid of old small lots at almost any price—the longer you keep them the less valuable they are to you, and the more they will have cost you if you will figure the interest on your money. The "summer bargain sale" will sometimes wipe out an accumulation of odds and ends and sometimes aid materially in adding to the daily receipts of the store.

Queries Answered Department.

WE will answer any questions that may arise for our readers whether they are subscribers or not, and we trust our readers will make as liberal use of this department as they wish. If a reply is required by mail a two-cent stamp or postal card should be enclosed, otherwise answers are printed in this column as space permits. Whenever you are in doubt about anything, drop us a line.

H. B.—Cigar factory No. 482, 3d District of New York, is owned and operated by Messrs. Berran & Co., 737-9 First Avenue, New York.

G. W. C.—Correspond with The Trow Directory Co., of New York, they publish the New York and various other directories, and claim to have on file in their office a copy of almost every directory published.

L. C. C. Mfg. Co.—We would recommend the Nall & William Tobacco Co., of Louisville, Ky. Have also written you fully.

W. A. B. S.—Cigar factory No. 1116, 3rd District, of New York, is operated by the United Cigar Manu-

facturers' Co., at 1020 2d Ave., New York.

B. Son.—We believe you refer to Jac. Langsdorf Sons, 5th St. near Green, Philadelphia, Pa.

J. A. M.—The cigarette you mention is not on the market at present and we believe their manufacture was given up some time since.

Tobacco Industry in Turkey.

IN a recent report the Consul-General of Austria-Hungary at Constantinople says: "The largest and most important industry in Turkey is the manufacture of tobacco. The industry is in the hands of a company which has been granted a monopoly, with a capital stock of \$20,000,000, of which only half has been paid in. The Regie, as it is called, has factories at Constantinople, Smyrna, Salonica and Samson, as well as several others of less consequence in the interior. Engines and machinery for cutting and manufacturing tobacco were imported from England, cigarette machines were brought from Russia, and the remainder of the necessary machinery came from Austria and Germany. The company employs in its divers establishments as many as 4,500 men and women, and last year sold 16,794,118 pounds of tobacco, 15,959,000 pounds of which were in the form of packet tobacco, and the remainder in the form of cigarettes."

A Nice Cool Smoke.

IN the snowy regions of the Himalaya mountains, it is said, little smoking funnels are made in the frozen snow, at one end of which is placed some tobacco, along with a piece of burning charcoal, while to the other the mountaineers place their mouths and, lying flat on their stomachs, inhale the smoke of the glow-worm.

This is at least a cooling story for summer reading.

Miscellaneous Musings.

KEY WEST trade still continues to be on the move, and good cigar makers have no difficulty in finding employment; business was never better and the rain has done wonders for the crop, which had become hard and brittle during the long dry weather. It looks as though this would be a very prosperous season.

—The exports for May were satisfactory. Leaf tobacco showed a considerable increase, but stems, cigarettes, plug and snuff fell off a little. The total exports are \$496,314 greater than the same period of last year. The import shipments of leaf tobacco show a falling off, while cigarettes and cigars are on the increase.

—The Retail Cigar and Tobacco Dealers' Association of New York is much pleased with the results produced by the coupons and certificates which are given to customers; the members of the organization have found that their business is steadily increasing. Business men who formerly bought their cigars down town, now patronize the stores in the vicinity in which they live, and the dealers are enthusiastic over the coupons, as they bring a good many into their stores who otherwise would go elsewhere.

—The output of the factory of Bustillo Bros. & Diaz, Tampa, Fla., is very satisfactory to Felipe Bustillo as well as the other members of the firm, as they are turning out a large volume of clear Havana cigars a day, and the inventory shows an increase of over a million cigars for the first half of the year over the corresponding period of last year. Henry the Fourth and the other popular brands of this concern stand high in the regard of critical smokers.

—Reports have it that tobacco was brought into Japan and smoked there as early as the XVI century, and also that it has been grown there ever since.

—Trade is again moving along

proper lines in St. Louis. Goods that were mislaid, mixed-up or suffered from the flood are now being straightened out and in a short time everything will be progressing as well as ever.

—The inventory of Simon Batt & Co. shows a handsome increase over the first six months of the year 1902. Mr. Batt has planned another trip to Havana, although he has only returned from there a few weeks since.

—A damage suit has been brought by the Havana Commercial Co. against Ehrman Bros. & Co. and A. Santaella & Co. for placing of counterfeit La Africana bands on cigars in Optimus boxes. The Ehrman Co., it is alleged do not deny this, but assert it was done merely as an object of enjoining the entire trade, and that they were innocent of fraud.

—Business is moving rapidly in the factory of P. Pohalski & Co., Key West, Fla., and there is no room for complaint of dull business; there appears to be good reasons for a big summer trade.

—Business in the Roycroft Segar Shop is good, and John W. Merriam declares that their business outlook for the year is only limited by the factory's capacity and they are working well up to the limit at the present time.

—Business has commenced to pick up in Tampa, and many cigarmakers who are laid off, have been taken on again. There will undoubtedly be a short lull during stock taking. Tobacco is reported of good aroma while the burning quality is all that can be desired.

—D. Emil Klein and Joseph Wertheim of the firm of E. M. Schwarz & Co., New York, are both visiting the trade in the West, and the orders they are sending in together with orders that are being received from their other representatives promise a busy time at the factory for many weeks to come.

—Robt. E. Lane has made an agreement with the Ardath Tobacco Co., of London, England, that if their goods

MI FAVORITA

CLEAR HAVANA CIGARS.



MANUFACTURED AT KEY WEST, FLORIDA.

PARK & TILFORD,

Broadway, corner 21st Street,

NEW YORK.

PRICE LIST ON APPLICATION.

SAURMAN'S

The May Belle.



Patented June 10, 1902.

New Era Pipe

Is easy to clean, gives a cool, dry, healthful smoke without nicotine. No old pipe odor or taste. The nicotine removed by expansion, collected and retained in the absorbent, cannot reach the mouth to injure the health.

Made of Briar, Price \$1.00 by mail. With fine amber mouth piece, \$3.50. Heavy Sterling silver mounting, \$3.50.

Money back if not satisfactory.

Dealers write for prices. Booklet Free.

Reference: Mon't Trust Co.

NEW ERA PIPE CO.,

Dept. 1

NORRISTOWN, PA.

Smoke up!
Mayer's 604
PANETELAS

are the most reliable
Stogie Smoke
money can buy.

SEND

\$1.00 at once for a sample box
and you will be convinced.
Special price to dealers—Ask for
quotation.

W. I. MAYER & CO., Makers.
606 Liberty St., Pittsburgh, Pa.

prove satisfactory to his customers, he will become the sole agent for the company in the United States. Mr. Lane seems confident that the goods will meet with popular favor in this country.

—The new factory of Charles the Great is nearing completion and Salvador Rodriguez intends to remain in Tampa until it is completed, at which time he will superintend the removal of the business into the new quarters.

—A Venetian stock company has secured the monopoly of the tobacco trade of Montenegro, for a term of 15 years, beginning 1904.

—The factory of the Ferdinand Hirsch Co. continues to be rushed to its fullest capacity and there is no room for complaint. All are well pleased with the prospects of a good season.

—The recent frost in Wisconsin did a great deal of damage to tobacco, killing many of the tobacco plants.

—There is enough work to fill orders on hand to keep the full force of cigarmakers of M. Sttachelberg & Co., New York and Tampa busy all summer. The present season will prove a very busy and most satisfactory one with this well known concern.

—After a rest of a few weeks the factory of the Theobald & Oppenheimer Co., New York, has resumed work. E. S. Garland, the New York representative of the company, is increasing the sales of Little Brindle cigars in the Metropolitan territory in a most satisfactory manner.

—An ocean of tobacco, on which will float a ship constructed wholly of the soothing weed, perched high on a massive globe, also built of tobacco, on the top of an ornate pagoda formed of tobacco, is intended to be the crowning feature of the universal tobacco exhibit at the World's Fair, St. Louis. The tobacco exhibit will be one of the most important in the Palace of Agriculture and will cover a space 300 feet long by 52 feet wide—here tobacco will be shown in its every form, from the actual seed beds and young plants, through all processes of cultivation and manufacture, with fac-

"Giving a Friend a Weigh."



A Cigar Lighter.

smokers go blocks out of their way to the store that keeps the best five-cent cigar. Then why dont keep a cigar that will make your store popular? Why not sell a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

SWEET VIOLET CIGARS

Are GOOD Cigars

*The kind that makes a man risk
burning his lips to get the last whiff*

THEY ARE THE "COME AGAIN" SORT; TRY ONE AND YOU WILL BUY MORE

A MAN can smoke one with his head in the air. He can give one to a friend or sell one to a customer and not lose either of them. It has been a strictly popular brand for the past fourteen years, and that's a long time. It will prove a revelation to those who have heretofore smoked the ordinary five-cent cigar.

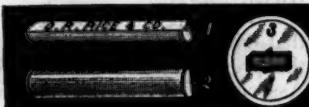
When a dealer sells a "Sweet Violet" he makes a friend for his store, and friends are money in the cigar business. You know that keeps the best five-cent cigar. Then why dont keep a cigar that is pushed and advertised for you—a cigar that sells all the time—that keeps old friends and makes new ones?

AUSTIN, NICHOLS & CO.

J. EDWARD COWLES, Mgr. Cigar Dept.

New York.

A sure
cure
for
Dry
Cigars
and
To-
bacco.



A cure
for foul,
slimy,
Sponge,
Cotton
and
Felt.

The above devices Nos. 1, 2, 3, 4 and 5, under O. R. Rice's Patent, Jan. 26, 1892, are all adjusted above cigars and tobacco perforated sides down, the absorbent in them is mineral and the longer water stand in the cleaner it becomes. Common sense teaches that moisture is heavier than air and falls and that being a fact dealers with pans underneath their goods only expose their ignorance of the first principle of moistening cigars and tobacco; water absorbed in sponge, cotton or felt becomes slimy and poisonous, that which no smoker should suck and inhale.

Nos. 1 and 2 represent show case moisteners (for every 3 feet) to hang above the retail stock. No. 1 shows practical advertising for cigar jobbers and manufacturers; very low price in quantities. No. 3 for tobacco palls. No. 4, Pans $\frac{1}{2} \times 12 \times 30$ to slide in rear of silent salesman case in place of worthless pan wrongly placed with perforated side up; also size $\frac{1}{2} \times 7 \times 7$ for each wall case shelf; $\frac{1}{2} \times 8 \times 40$ for storage room, and all sizes for storage chests. No. 5, No gentleman's room is complete without it—no box of cigars can be kept outside of a closed case without it. Give us the number of shelves in wall case and size of show case, and we will ship on 10 days approval.

O. R. RICE & CO., 103 East 14th Street, NEW YORK.

BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$35 to \$40, with full guarantees. New machines at reduced prices. Will send machine subject to trial. Standard machines rented at \$2 monthly. We also exchange and buy for cash. Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

Consolidated Typewriter Exchange,
243 Broadway, New York City.

Telephone, 3889 Cortlandt.

JOS. ABRAHAMS, LEAF TOBACCO

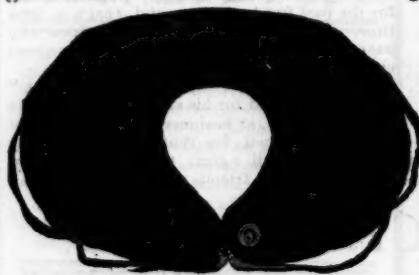
Wholesale and Retail.
202-204 Pearl Street, and 113 Malden Lane,
NEW YORK.
TELEPHONE 1853 JOHN.

You Can Easily
PLAY PIANO
Without Study.

See Advt. on Page 57

As we journey through life let us Rest by the way.
"Nothing so Rare as Resting on Air."

\$100 Worth of Comfort, and Safety to the full value of your Life, all For \$2 Charges Prepaid



INFLATED.

For the Fisherman, the Sportsman, the Duck Hunter, every
oat Owner and Canoeist, and
All who desire

COMFORT and SAFETY.

A Yoke to save your shoulders.
A Swimming Collar for non-floaters.
A Life Preserver in case of accident.
A Cushion when waiting in the woods.
A Back or Head Rest while watching
for Ducks.
A Protection for shoulders from heavy
gun.
A Softener of hard seats.
A Preventive against rheumatism.
A Cure for tiresome positions, and
A Cushion for Camp, Boat, Office and
Home.

CARRY IT IN YOUR POCKET-- IT WEIGHS JUST ONE POUND.

While you sit and listen for the Whirr
of the Duck's Wings—the Call of the
Moose—the approach of Deer or Bear—
the Rising of the Fish, or the many
sounds that promise a good shot or
catch, you may be obliged to sit on a
cold and hard stone, a wet log or the
damp earth; and at such times you'd
gladly give

\$10 For our Sportsman's Air Cushion. \$2

We sent it. Prepaid, for only \$2
Pneumatic Mattress and Cushion Co.,
2 and 3 South St., NEW YORK CITY

Mention THE SMOKER'S MAGAZINE when order
ing and we will pay your subscription for one
year.

tories, machinery, cigarmakers and
cigarette girls, to the finished products.

—Mayor's celebrated "604 Panetela Stogies" are all handmade and no particle of paste is used. They are full size, five inches long, and are made in three colors—dark, medium and light; the "mediums" are the one that suit the majority of smokers and they are pleasing thousands of them every day.

—The most elaborate cigar cabinet ever made is without doubt the one owned by the King of Portugal. The cabinet is a trifle over four feet long, a foot and a half wide and two and a half feet high, made of ivory white tiling with silver trimmings. The cost is said to have been about \$12,000.

—Many eyes are turned toward Mexico, due to the scarcity of Havana wrappers.

—According to Government reports this year's tobacco crop is, with few exceptions, making most favorable progress. Rain is needed in some sections of the tobacco growing districts.

—Well, well! Is it really a fact that Thaddeus H. Howe has resigned the presidency of the Cigar Dealers' Association of America, and will now step down and out and permit the good work to go on? So it seems; and as Robert E. Lane was first vice-president of the organization, Mr. Howe's resignation makes Mr. Lane the new president. All power to President Lane—may he be able to quickly smooth out the wrinkles and bring about harmony, with a large H. Without perfect harmony in the organization little or nothing can be accomplished—the Chicago wrangle has disgusted the rank and file and has been a great set back and handicap. Now for harmony.

—Tampa may be rightly termed the "hub" or centre of the clear Havana cigar business of the country. The great benefits the city enjoys in the way of shipping facilities, climatic conditions and its close proximity to Cuba and Havana make it beyond all question an ideal location for the making of Havana cigars, and the manu-

ACKER, MERRALL & CONDIT'S



CLEAR HAVANA CIGARS,

Chambers St., West Broadway and Warren St.,
57th St. and 6th Ave., and 135-139 West 42d St.

New York.

KRUM'S CIGARS

DEALERS who are interested in strictly Union Made Cigars are invited to write us for an explanatory price list. We want to hear from some critical dealers who are able to judge our prices and quality of cigars as compared with others. Write today, for tomorrow may never come, and address all letters to

W. E. KRUM & CO., Reading, Pa.

— SIDE LINE —

WE HAVE A GOOD "SIDE LINE" FOR A GOOD CIGAR AND TOBACCO SALESMAN. "EASY MONEY" IF HE KNOWS THE TRADE. WRITE FOR PARTICULARS AND STATE TERRITORY AND REFERENCES. THE SMOKER'S MAGAZINE, NEW YORK.

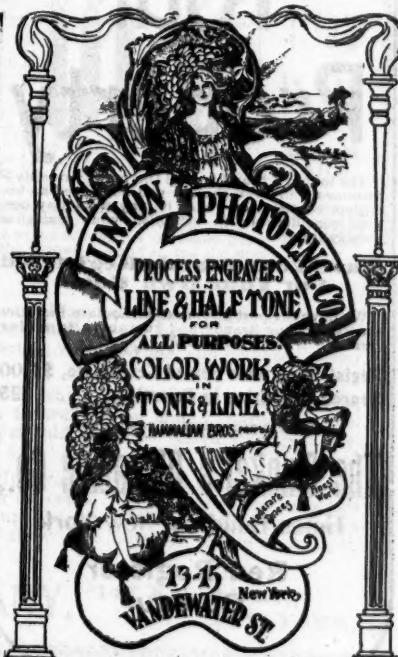
— EASY MONEY —

CIGARS

If you are looking for a first-class line of cheap cigars—cheap in price only—it will pay you to write and get your prices. For cheapness and good quality our cigars defy all competition.

Dealers will please make a note of that fact, and address

HORNING & CO.,
714 N. 8th St. — — — — — Reading, Pa.



SOME DO—SOME DON'T
DON'T BE A DON'T

Register YOUR BRANDS

A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

Have Your Brands Registered For Your Own Good.

We have the best and most up-to-date facilities for Registering Brands, and guarantees *Superior Service* in every particular.

Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection,25

Cash to accompany all applications.

The Smoker's Magazine Co.,
Times Building, New York.

**Red Register
Bureau.**

facturers show their confidence in the industry and continued growth of the city by continually expending large amounts in adding to their already large factories and erecting new buildings. The outlook for the clear Havana cigar industry and Tampa is phenomenally bright.

—Reports seem to show that the demand for Turkish leaf tobacco by the makers of Turkish and Egyptian cigarettes is commencing to influence the tobacco markets of Europe and western Asia. The United States is a ready customer for almost every variety of leaf that approaches the Turkish type, and among the imports to this country are lots of leaf from Greece, Servia, Bavaria, Albania, Bulgaria, Roumania, and Russia and Turkey in Europe, Asia and Syria.

Short Smokes.

WITH buckskin dress the ancient Indian warrior, decorated in war paint and feathers, tomahawk in hand, and a roll of cigars, foot forward, invariably raised on a stone—this familiar and peaceful Indian has long stood guard in front of tobacco shops. But the old brave, like the original of the plains, is fast being superseded by other and more fantastic figures. This sign originated at the time when tobacco was introduced into England and was the symbol of what was universally called Indian tobacco.

—If there are cranks in the cigar line, there are just as many in the pipe line. What pipe smoker, for example, has not had one certain pipe, the like of which heaven never before or since permitted mortal to smoke? The true pipe crank can sit by the hour and tell you yarns about his favorite pipe. How he got it, just how long it took him to break it in, whether he expected from the start that it would prove a "hummer," or whether it developed into an agreeable disappointment. Then, the occasions when he smoked it; how much so and so offered him for it one night, and, finally, how it broke or how he lost it, and the time he had getting over his loss.

—A famous snuff box of ram's

You Can Easily

PLAYPIANO

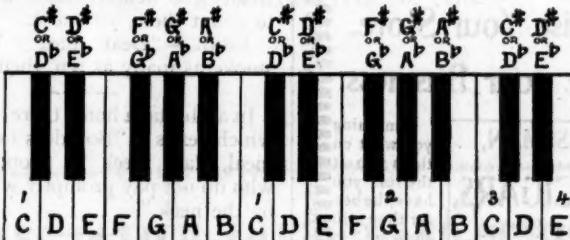
In a Few Minutes

A FACT that is easily demonstrated by following the simple instructions printed under the Diagram of Piano Keyboard, which appears below.

HE WHO READS MAY PLAY the Piano or Organ, as a technical knowledge of music is made unnecessary by the use of our New and Easy Method of Simple Instruction, which enables any one who can read to Play "By Sight" or "By Ear" without long, tedious and expensive study.

THIS EASY METHOD consists of 24 Piano Accompaniments of 72 Full Chords. Three Complete Chords for every key, both Major and Minor—which are fully illustrated and explained by Diagram of the Piano Keyboard, Notes, Letters, other valuable instruction in Nutshell form, etc., and easily understood, even by a child.

See
How
Easy
It Is



Play
It On
Your
Piano

READ CAREFULLY—With the little finger and thumb of **LEFT HAND** strike the Octave C to C, designated by the figures 1—1 on above Diagram of Piano Keyboard; then with thumb, middle and little fingers of **RIGHT HAND** strike keys G, C and E, as designated by the figures 2, 3 and 4; and the first Chord of the Key of C Natural or C Major will be produced. Other Chords are just as easy.

LEARN THREE CHORDS and you can Play accompaniments to Singing, playing of Violin, Banjo, Mandolin, other musical instruments, etc., in a manner that will astonish and delight you, surprise and entertain your friends and brighten many otherwise dull evenings.

NOT ONE COPY of this Simplified Method, which is now in its **THIRD EDITION**, has ever been returned on our offer "Satisfaction Guaranteed or Money Refunded," because everything is exactly as represented—being simple, complete, instructive and assuring success.

SPECIAL OFFER : This Method (Fully Protected by Copyright) is neatly printed and bound in Booklet form and sells for 50 cents. To readers of the **SMOKER'S MAGAZINE** we will send a copy per prepaid mail, upon receipt of 25 cents. You've always wanted to Play the Piano—this Booklet will "show you how" as simple as A, B, C. Send stamps or coin and order today.

THE SPENCER COMPANY, 147 NASSAU ST., NEW YORK.

TO
SUBSCRIBERS
ONLY!

**A Lick and They'll Stick,
 But You'll Not Get Stuck.**

**2000
 GUMMED
 LABELS**

**BEND CASH
 WITH ORDER.**

\$1.00

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 Increase your Business.**

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 FINE CIGARS,
 711 Easy Street,
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Neatly printed on best gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out, order now.

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 \$2.00 FOR 5000**

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine Co.

New Brunswick, N. J., and
 Times Building, New York.

25c. STAMPS ACCEPTED.

horn, mounted in solid silver, which was for many years one of the special features in the office of Barnum's Hotel in Baltimore, and from which Daniel Webster, Henry Clay and many other famous men are said to have regaled themselves, was recently sold at auction, and purchased by Mrs. Albert Weil for \$101.

Recently a party of German travelers, who expected to remain some time in the United States, were advised to bring their own brands of cigars with them for the reason that they could not buy anything smokable on this side of the pond for less than 10 cents each. A policeman in City Hall Park says he can testify to their having "brought 'em all right, all right."

Too Much For Him.

Edith—"How many cigarettes do you smoke in a day?"

Percy—"Dunno, 'm shuah. It's weally too deuced much of an effort to count them, ye know."

Edith—"Dear me! You must smoke as many as ten, then."—Judge.

In a Montana hotel there is a notice which reads: "Boarders taken by the meal, day, week or month. Those who do not pay promptly will be taken by the neck."

Reggie—"Most of the girls object to my cigarettes. What do you think of them, Miss Rose?"

Miss Rose—"I think they are perfectly killing."

Mrs. Newlywed—"What is that odor of cooking in the hall, John dear?"

Mr. Newlywed—"It's your mother in the basement, my love, roasting the janitor."—Judge.

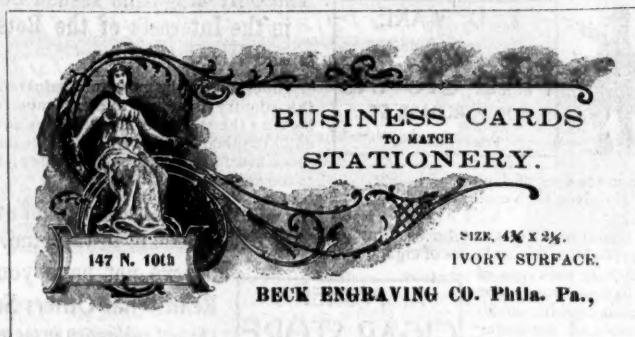
"Do you think that cigarette smoking causes a deterioration of mentality?"

"I am not clear on that point," said the man who makes a specialty of profound opinions. "The impression to that effect may be due to the fact that people with brains naturally avoid them."

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One Dollar for one year.*

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HIGH-GRADE
Cigars,
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EXACT SIZE 1 1/2 X 1 1/4 INCHES

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1000 GUMMED
LABELS FREE

With a Year's Subscription to

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JUST
HOW
THEY
LOOK



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DEALER IN
FINE CIGARS
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Priceville, Ok.**

Showing the exact size of Gummed Labels, 1000 of which are given with each subscription at \$1.00 per year.

These little business-pushers can be used in a thousand ways—stick 'em on boxes of cigars, cigarettes, matches, packages of tobacco, etc., keeping your name before the smoking public, advertising your store and *increasing* your regular trade. We use only the best gummed paper, so they will not stick together, break or curl. They are plainer, handier, cleaner and more showy than a rubber stamp and may be used in many places at the same time; are also used as price-marks, and on paper and envelopes, etc. We make **ONE SIZE ONLY**, as shown, and only in assorted colors. No variation in size or color is possible. Labels forwarded by prepaid mail in a handsome box in about 10 days.

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Smoker's Magazine	6,000 " " 3.00
with 10,000 " " 4.00	

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New Brunswick, N. J.

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Times Building, New York.

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The Only Magazine Issued Solely in the Interests of the Retailer and His Customers.

Thousands of the most successful retailers in the country over are already subscribers, because the magazine is instructive and valuable to them. Those who are not subscribers we ask to examine the magazine and note what the trade says of it.

We solicit the subscription of every intelligent cigarman in the land.

May we not have yours?

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THE SMOKER'S MAGAZINE

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(The line above is the style and size of letters in the set.)

With a Year's Subscription to the Magazine, \$1.25, Prepaid.



The exact size is 8x8x1½ inches. Weight nearly 10 oz.

THE SIGN MARKER is practical in every way, and being made of the best material will last a lifetime. The above engraving shows the set of FIFTY $\frac{1}{2}$ -inch rubber type (capital letters, figures, ornaments, etc.) packed in a strong box with self-inking pad, and ready for use.

IT IS INDISPENSABLE

to merchants in all lines of business and can be used in hundreds of ways in making Signs, Show Cards, Price Tickets, Bulletins, Marking Boxes, Printing on any flat surface, etc., saving time and money, and paying for itself almost every time it is used. Sets selling at \$2.00 and upwards will do no better work, while this set costs practically nothing, being sent prepaid with a year's subscription to THE SMOKER'S MAGAZINE at \$1.25. This unheard of offer is made simply to increase the circulation of the magazine, which will be found interesting and of great value to every man who makes, handles or smokes cigars. THE SIGN MARKER is not sold nor sent C.O.D.—It is FREE, and there is but one way to get it, and that is to subscribe to THE SMOKER'S MAGAZINE for our year at \$1.25, and one will be sent prepaid upon receipt of subscription. Guaranteed exactly as represented in every particular or money refunded without question. **You run no risk!**

Please send us Postal or Express Order, New York Draft, or 2c. stamps in registered letter for \$1.25 and your subscription for one year will be entered and a sign marker sent you promptly. Make local checks for \$1.25—they cost us 10c. for collection. Stamps or money in unregistered letters at sender's risk. This offer is open to old subscribers as well as new—send in your order and have your subscription extended one year.

Every man can realize the great value of this offer, and should take advantage of it at once. Don't delay—send your order to-day—**NOW IS THE TIME**.

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A "GOOD"
10¢ CIGAR.

The above neat sign was printed with one of our Sign Markers in less than 2 minutes, and then photo-engraved. It shows the work about 1-3 actual size. The many artistic and catchy combinations are unlimited, and the work cannot be excelled by a sign writer or printer.

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— prices are subject to change without notice, and may vary according to the weight of the cigars, on which the high duty is based.

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Divas	1.40.	1.21
Heraldos	1.40.	.375
Heraldos	1.40.	1.00
Invenables	1.40.	.25
Panetelas	1.10.	.100
Perfectos	1.40.	.100
Prima Donna	1.40.	.160

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Aidas	1.40.	\$1.90
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Fancy Tales	1.40.	.335
Grand Perfectos	1.40.	.200
Panetelas Impl.	1.40.	.135
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Puritanos Finos	1.20.	.130
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Regalia Esp. Ex.	1.20.	.145

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Excentricos (foil)	1.20.	.100
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Perfectos	1.40.	.100
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Perfectos	1.40.	.142
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Deliciosos	1.20.	.158
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Marias	1.40.	.246
Noblezas	1.40.	.170
Perfectos	1.40.	.206
Perfumes Ex.	1.40.	.185
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Perlas	1.40.	.186
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Regalia Esp.	1.20.	.144
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Concha Esp.	1.20.	.109
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Invenables	1.40.	.275
Napoleons	1.40.	.290
Perlas	1.40.	.150
Panetelas	1.10.	.115
Princesas	1.10.	.103

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Perfumes	1.40.	.195
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Regalia de Paris	1.40.	.133

Concha Esp.

Concha Esp.	1.20.	.114
Delicias	1.20.	.104
Deliciosos	1.20.	.174
Diplomaticos Esp.	1.20.	.195
Hermosas	1.20.	.165
Invenables Ex.	1.40.	.842
Magolinas	1.20.	.123
Puritanos Finos	1.20.	.123
Media Reg Esp.	1.20.	.147
Perfectos	1.40.	.220

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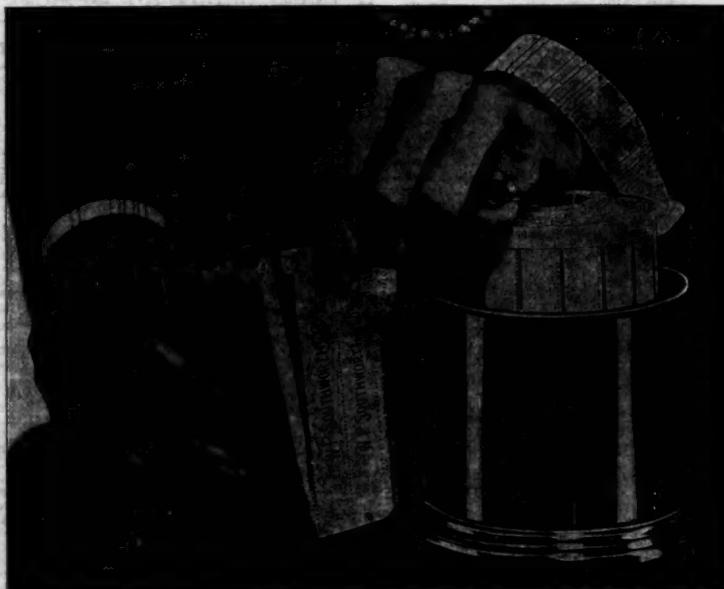
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THE SMOKER'S MAGAZINE

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